

# DIVISION of LIBRARY and INFORMATION SERVICES



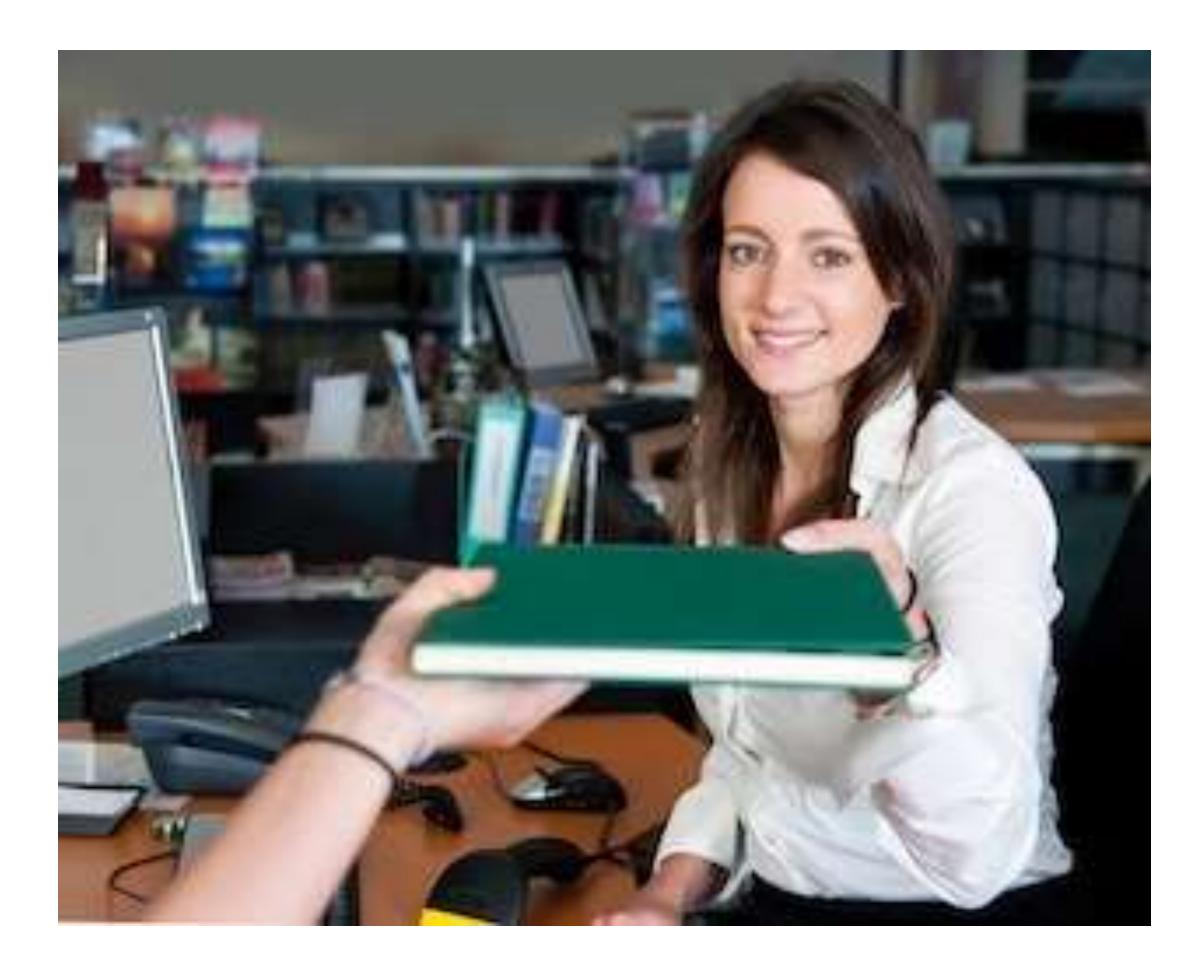
### Marketing for Busy Librarians

Section 1 - The Big Picture
Part 2 - The Communicative Library Culture

Lawrence Webster Library Communications Consultant

## Everything that happens in your library has a marketing component and value.

- Interactions at the information desk
- Appearance of the library
- Telephone experience
- Website online services
- Strategic planning choices
- Interactions in the community
- Even how you catalog, shelve and label materials





Build a culture of knowledge and enthusiasm!

#### What are the results?

- You'll go back to this restaurant
- You'll recommend this restaurant
- You'll value this restaurant

If your library staff knows a lot about your services and enthusiastically informally promotes them, people will:

- Come back to your library
- Enthusiastically recommend the library to friends
- Come to value the library as a vital community good

What are some ways you can have a "family meal" so staff can taste what's on the library menu?





FLORIDA DEPARTMENT of STATE

DIVISION of LIBRARY and INFORMATION SERVICES







What's it like to walk in at your library?



### Every interaction matters!



#### Think

- Think of one thing you can do to increase your staff's knowledge of library services and enthusiasm about how they can benefit people.
- Think of one thing you can do tomorrow to brighten the experience of connecting to your library, whether by phone, online or in person.



Rick Scott, Governor
Ken Detzner, Secretary of State
Florida Department of State
Division of Library and Information Services

